



# Rafeeq Ahmed

(Hotel Management & MBA-Marketing & International Business)  
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**Decisive, strategic and performance-driven Business & Real Estate professional with 12 + years of experience;** targeting assignments in Real Estate-**Operations, Sales, Marketing, Business Development, P&L, Admin & HR** with an organization of high repute.

*My intellectual interest in Real Estate & Hospitality with management functions like operations, Sales, marketing, Business Development, Revenue, P&L, Human Resources & Administration has really made me an individual with multidimensional approach toward the idea of business development. During my professional journey my self-discipline and hard work has seasoned me to face any kind of circumstances.*

*My belief that the time will never be "just right" the springboard of opportunity is "now" so I work with whatever tools I may have at my disposal at the same time searching for better tools as I go along.*

*Business & Hospitality is in my nature as a person and passion as a profession. I have worked in various roles of this industry and I believe that my journey has really contributed a lot to make me such a wonderful professional.*

- ▶ A result-oriented business professional with 15 + years of Business experience in Real Estate in Operations, Sales, marketing, Business Development, Channel Sale, Direct sale, Distribution & Digital marketing
- ▶ Key People Leader, who has successfully led, retained and motivated large teams towards growth & success; managed over 150 members from cross-functional teams such as Business Development, Program Success and so on.

## Key Skills;

- ▶ Team Management (Successfully handled a team of more than 150)
- ▶ Excellent Negotiations ("Let us never negotiate out of fear. But let us never fear to negotiate.")
- ▶ Able to inspire and collaborate with all levels of an organization,
- ▶ strong business and technical analytical skills
- ▶ Self-sufficient, confident, and able to communicate at all levels.
- ▶ Direct Sale, Channel Sale,
- ▶ Human Resource Management
- ▶ Administration management
  
- **Real Estate Core skills:**
  - Strong analytical and project management skills,
  - -Pre Sale & Post Sale Strategies
  - -Pre Sale marketing
  - -Possess Strong creative outlook
  - Excellent communication & negotiation skills
  - Good sales and marketing Experience of Plot & Apartments.
  - -Highly skilled, motivated and target oriented.
  - Customer Relationship Management
  - -Digital Marketing
  - -Relationship management



## Education

- ▶ MBA in from National institute of Business Management, CHENNAI in 2010
- ▶ BHM (Bachelor of Hotel management) from Collage CMR, Bangalore in 1996
- ▶ Pre University in Science from Karnataka State Examination Board
- ▶ Diploma in Digital Marketing from NICT, Bangalore in 2016
- ▶ Diploma International Airline & Travel Management from IITC in 1992

## CERTIFICATION

- Effective Communication and Human Relations1
- Practical Quality Auditing – ISO 9000 Series 2000
- Computer Application from NITC in 2008, Sharjah.
- International Sales Management
- Social Media Marketing
- Real Estate Management

## COMPUTER SKILLS;

MS Office, PMS, Advance EXCEL, POS, SEO, Tally, OPERA, Fidelio, Photoshop

## CAREER TIME LINE (Ascending Order-Previous 5)

1. Kola Invest Private Limited (Sydney, Australia) – **City Business Development Manager** (Real Estate)
2. Innovatechure Architecture & Design Services LLP - **Admin & HR Manager** (Real Estate)
3. Oravel Stay India Private Limited (Oyo Hotels, Homes & Vacations) –**GM\_ Operations, Sales & Marketing**
4. Shri Ram Builders & Developers (Panchvati Group)–**RM- Sales & Marketing Manager** (Hospitality & Real Estate)
5. Shri ram Builders & developers (Panchavti Group) -**Residence Manager** (Properties)

**Company: Kola Invest Private Limited (Australia)**

Designation: City Business Development manager

From: September 2021 To June 2022

As team a member of the Koala Invest based in Australia, oversee the Residential & commercial sale – I Managed primarily managed property across the state. The role was based at BLR and the role combines team leadership and a commitment to internal customer relationship management.

## Core Responsibilities:

- Developed an in-depth understanding of the Real Estate sectors in India and key players in the market;
- Developed excellent relational skills with developers, investors and service providers in the Real Estate sector;
- Managed key accounts by keeping up regular meetings and attending the events (both online and in-person);
- Worked closely with Project Management team in Australia and Operation team to deliver high-level and strategic meetings and events;
- Travelled domestic to meet clients and run events when necessary (15-20% of the time).
- Maximized sales pipeline with channel partners on lead generation, cross-functional collaboration with central sales team.
- **Skills;** Leadership, Sales Management, Negotiation, Presentation, Market Research, Business Planning, Sourcing, Customer Relationship Management (CRM), Product Marketing, Pre-sales, P&L, Administration,

**Company: Innovatecture Architecture & Design Services LLP**

**Designation: Manager- Admin & Human Resources**

**From: October 2020 To August 2021**

**Core Responsibilities**

- Project Management.
- Handled Interior Architect Team
- Handled MEP & HAVC Vendors team
- Ensure the projects are completed on set dates.
- Monitored Architect Site Visits.
- Ensured the stock are available for the day today operation

**Human Resources Management:**

Manpower Planning and Recruitment Life Cycle, Induction and Orientation, HR End to End Activities and Process, New Employee Onboarding Process, Talent Acquisition, Campus Recruiting, Training and Development, Policy and Implementation, Wage and Salary, HR(MIS) etc.

**Head -Administration Operations:**

Accounts and Audit Management, Vendor and Contract Management, Logistics & Transport, Supply Chain Management, Gen. Purchase & Store operation. Building, Property and Lease Management, Operations and Maintenance Management, Building & Infrastructure Management Services, Travel operations, Security and Housekeeping.

**Company: Oravel Stay India Private Limited (Oyo Hotels & Homes)**

**Position: Cluster General.**

**Manager (Upscale) - Operation, Sales, Revenue & P&L**

**Period: From July 2018 to September 2020**

**Operations/Revenue/Sales/P&L/CRM/HR/Vendor Management/Administration**

**Job Description:**

**Operations:**

- ▶ Business operations as well as business development by prioritizing and optimizing resources allocations with a team size of 12 Managers & 7DM. Responsible for sustaining and growing the cluster's revenues with P&L responsibilities. Motivated cluster teams to achieve defined target.
- ▶ Owned 12 P&L and managed end-to-end profit and loss of the portfolio of properties.
- ▶ Handled entire CLUSTER Operations; inclusive of formulating & implementing the Standard Operating Procedures including goals, budgets, plans, administrative activities, etc.
- ▶ Assisted HR in conducting recruitment drives, hired and assigned properties to executives & managers.
- ▶ Forecasted revenue and minimized revenue leakage through regular audit of property operations.
- ▶ Coordinated with the property owners and ensured their retention with the organization and provided solutions to optimize property operations.
- ▶ Responsible for complete for facility and maintenance management.
- ▶ Conducting regular audit of products and revenues of the properties in assigned cluster.

**Achievements:**

- Part of Pre-opening of 12 Hotels - 700 keys (Upscale)
- Recognized with Best Cluster in the year 2019 for exceptional overall performance.
- Ranked No.1 Cluster for the NPS and Quality Audit in 2019.
- Ranked No.1 Cluster for the Food & Beverage Revenue in 2019.
- Ranked No.1 Cluster for the Cost Control. in 2018

**Company: Shri Ram Builders and Developers**  
 Designation: RM-Operation, sales & Marketing  
 From: June 2013 To June 2018  
Operations/Corporate sales/Channel Sale/Direct sale

#### Core Responsibilities

- ▶ As a Real estate consultant my responsibilities included marketing and provided guidance to buyer and sellers.
- ▶ Planned and Executed end-to-end sales strategies for Luxury or Mid-Market Homes and Residential Land, resulting increase a revenue to the Firm
- ▶ Planned and executed new lead generation strategies for real estate buyers and investors.
- ▶ Deepen our Firm's relationships with Real Estate clients (property investors, buyers, and sellers).
- ▶ Developed and managed relationships with Real Estate Developers. & channel partners.
- ▶ Developed and managed a database of Partner Realtors/Brokers on the Buyer and Seller side
- ▶ Grew our property inventory database of land, villas, townhouses, and apartments
- ▶ Gather market pricing data for comparable properties to those in our sales inventory database
- ▶ Led a team of multi-layered business development individuals to drive business-development
- ▶ Identified new markets, drove expansion to new geographies.
- ▶ Led high ticket size/key transactions with builders, real estate agents and corporate clients from the front
- ▶ Manage MIS and PnL of the Business Development unit.

**Company: A unit of Shri Ram Builders and Developers (Panchvati Hotels & Restaurant)**  
 Designation: Resident Manager  
 From: June 2009 To May 2013  
Operations/Liaison/Renovation/Maintenance/Facility/Admin & HR

<b>CAREER TIME LINE (Ascending Order-Previous 5)</b>	
1.Kola Invest Private Limited (Australia) <b>City-Business Development Manager</b>	From September 2021 to 30 <sup>th</sup> May 2022 9-Months (Freelance )
2. INNOVATECTURE Architecture Design Services LLP– <b>Manager-HR &amp;Admin</b>	Sep,2020 to August-2021 – <b>12 Months</b> <b>Job affected due to Covid 19</b>
3.Oyo Hotels & Homes PVT. Limited- <b>Cluster GM-Operations, sales, BD</b>	July 2018 to Sep 2020 – <b>2Years 2M</b> <b>Job affected due to Covid 19</b>
4.Shri Ram Builders & Developers - <b>RM-Operation, Sales &amp; marketing.</b>	July 2013 to June 2018- <b>4 Years</b>
5.Shri Ram Builder Developers- <b>Residence Manager</b>	May 2009 to Jun 2013 – <b>5 Years</b>
6.NOVOTEL Pvt. Limited – Asst. <b>Front Office Manager</b>	Nov 2008 to Mar 2009- <b>4 Months</b>
7.Premiere Group (UAE)	May 1999 to Oct 2008

#### REFERENCES CAN BE FURNISHED UPON REQUEST

#### Personal Details:

Languages Known: English, Hindi, Arabic & German

Address: R T Nagar, Bangalore- 560032, Karnataka, India

**Passport Details:** Issued at Bengaluru. Passport No. Z5619818, Date of Expiry 29/07/2029